

LOVE AT FIRST BITE



Catering

BRAND GUIDELINES

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Love at First Bite Catering

who we are

At Love at First Bite Catering, it is our passion to transform farm fresh ingredients, using our creative recipes into delicious, handcrafted works of art that appeal to the eye, the appetite and the hip pocket. For 35 years, we have been committed to providing high quality, customized catering both to individuals and businesses who want a personal touch.

The brand

brand identity 101

What are the elements that make up our brand identity? The words you use. The typeface you use. The colors, graphics and imagery you communicate with. The way you use the Love at First Bite Catering logo. These are the key building blocks that help tell the Love at First Bite Catering story and shape people's perception of Love at First Bite Catering - from corporate customer to strategic partner, and wedding clients to all employees.

The brand

brand personality

Our personality is clever, friendly and professional.

Clever we are smart, cheeky, and witty - but never pretentious.

Friendly reminding us that our clients and their guests are always at the center of what we do.

Professional we like to have fun and make our clients smile - even laugh, but we are also always focused on delivering delicious food and great service, on time to deliver a memorable event for our clients.

At Love at First Bite Catering, catering is a work of heart.

Tone of Voice

tone overview

Our audience is youthful, intelligent, tech-savvy, and we like speaking to them in their own language. The ideal tone is hip, easygoing, friendly, playful, tongue in cheek - yet always professional.

Clever wordplay is a fun way to liven up copy, but language should never get in the way of the overall message-or, even worse, seem like it is trying too hard. When in doubt, play it straight, clean, and clear. Remember, less is more.

Tone of voice

do's & don'ts

Do

Be inclusive. Write in the first person collective (we, us, our) and use a conversational tone.

Use witty wordplay - not everywhere, but just enough to give our audience a smile.

Keep sentence structure clear, clean, and concise. Less is more.

Don't

Speak in technical or corporate jargon. Although the audience is tech savvy, keep terms as simple as possible - be friendly.

Force humor. Use wit where appropriate, but keep the overall message clear and easy to understand.

Use folksy colloquialisms or explanation points. We're going for cool and upbeat. Be careful not to be excessively cheerful.

Tone of voice

grammar guide

Use sentence case, not all caps, unless a design headline

Eg. Celebrating 35 years of catering excellence

Use a serial comma

Eg. ...vegetables, rice, potato, and stuffing dish options

Minimize exclamation point usage. Limit to one exclamation point.

Eg. Next stop, flavortown!

Design

primary logo

This is the preferred logo. It should be used whenever possible and never be altered.



Design

logo variations

The heart alone is not the preferred logo. It can be used as required - but it should be in exceptional circumstances only. For example as a profile pic or Favicon (icon/image on each SEO page title on the website).



Design

logo variations

Two further logo variations available for use - but check with Vanessa if these are appropriate for your marketing medium.

IT WOULD BE SO



TO DO BUSINESS WITH YOU

LOVE AT FIRST BITE



Catering

HUNTINGTON BEACH, CALIFORNIA - SINCE 1982

Design

incorrect logo usage



Do not stretch the logo



horizontally or vertically



Do not change the logo color, brightness or contrast



Do not rotate the logo



Do not recreate the logo with a different typeface



Do not remove the heart from the logo

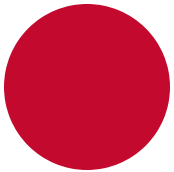


Do not rearrange the components of the logo

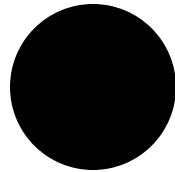
Design

color palette

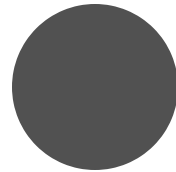
Primary colors



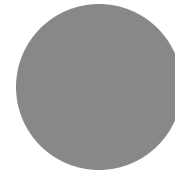
Logo Red
HEX #c3092d
RGB 195,9,45
CMYK 0,95,77,24



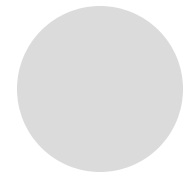
Black
HEX #000000
RGB 0,0,0
CMYK 0,0,0,0



Dark grey
HEX #515151
RGB 81,81,81
CMYK 0,0,0,68



Logo grey
HEX #888888
RGB 136,136,136
CMYK 0,0,0,47



Light grey
HEX #dbdbdb
RGB 219,219,219
CMYK 0,0,0,14

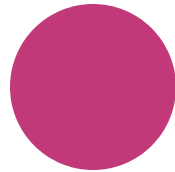
Design

color palette

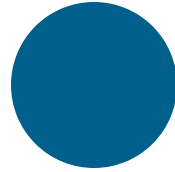
Secondary colors



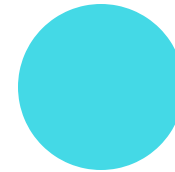
Coral
HEX #ff5c5c
RGB 255,92,92
CMYK 0,64,64,0



Pink
HEX #c13978
RGB 193,57,120
CMYK 0,70,38,24



Dark blue
HEX #00608b
RGB 0,96,139
CMYK 100,31,0,45



Bright blue
HEX #44d9e6
RGB 68,217,230
CMYK 70,6,0,10



Green
HEX #697340
RGB 105,115,64
CMYK 9,0,44,55

Design

typography

The Love at First Bite Catering primary typeface is Raleway. This font was chosen given it's clean and modern lines that will appeal to our target demographic. We use this typeface across all branding and marketing materials, with some exceptions online. To add Raleway to your font options in google docs, simply click on the font at the top of the google doc, click on 'more fonts' at the bottom of the list, type in Raleway in the search box, place a tick next to Raleway in the list, and click OK. The font has now been added to your font choices. In those cases where our font is unavailable, the appropriate substitution is Futura PT (online)..

Design

typography

Primary typeface

Aa

Raleway regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*

Aa

Raleway bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*

Design

typography

Online typeface

Aa

Futura PT regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*

Aa

Futura PT bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&*

Design

typography

Additional approved design typefaces

AA

AMATIC SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&*

AA

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#%&*

Design

typography

Additional approved design typefaces

Aa

crushed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

Design

typography

Additional approved design typefaces

Aa

Playlist Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*

If you find a font that you believe is appropriate for inclusion in our brand guidelines, just let Vanessa know - it is important that our image remain relevant.

Fjalla One - is a new font that we have just approved for use in google docs.

Contacts

questions & feedback

Got feedback or questions - great, we'd love to hear from you.

For all brand marketing, design related needs and social media questions, contact

Vanessa Gerrie

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